

SECTION M

EVALUATION FACTORS FOR AWARD

1. SOURCE EVALUATION AND SELECTION PROCEDURES – NEGOTIATED PROCUREMENTS

(NPS 1489.215-70)(APR 1984)

- A. The Government will select an offeror for negotiation and award in accordance with FAR Part 15. The significant features of this procedure are:
 - (1) The Government will evaluate cost or price in accordance with FAR Part 31. In addition, the Government will evaluate proposals to determine cost realism. Cost realism relates to an offeror's demonstrating that the proposed cost or price provides an adequate reflection of its understanding of the requirements of the solicitation.
 - (2) The Technical Evaluation Panel will evaluate and score technical proposals against the specified Technical Evaluation Criteria.
- B. In addition to evaluation of the previously discussed elements, the Government will consider in any award decision the responsibility factors set forth in FAR Part 9.

2. EVALUATION CRITERIA

Proposals submitted will be evaluated in accordance with the following evaluation criteria: (Refer to Page M-5 – *Evaluation Criteria and Criticality and Importance Matrix*).

- A. PAST PERFORMANCE INCLUDING RELEVANT PRIOR EXPERIENCE will be evaluated based on answers to the Past Performance Questionnaire and any other information received on how well an offeror **and its major subcontractors and/or team members** have performed on contracts that are similar to the requirements of this solicitation in size, **scope and/or complexity**.

Prior experience will be evaluated on what an offeror, major subcontractors, and/or team members have done that is relevant to the requirements of this solicitation. Evaluation will include demonstrated experience on the successful management of planning and design sign projects, manufacturing, and other programs with diverse components, multiple sources, many ordering entities and delivery points, high volume distribution centers, complex data base systems, large inventory and control systems, large customer service entities, and diverse research capabilities for their customers over the past ten years. Information pertaining to past experience managing or performing contracts, mindful of environmental performance, will also be an evaluated consideration in this area.

Past Performance **including Relevant Prior Experience** is assigned a total of **200** of the **1000** points.

- B. **PROGRAM MANAGEMENT AND QUALITY CONTROL** will be evaluated based on the offeror's comprehensive plan for achieving and maintaining the highest standards of performance in the planning and design, manufacture and shipment of signs, complex database systems, inventory control systems, customer service, implementation of standards, research, and program advancement including efforts in the area of environmental performance.

Program Management and Quality Control is assigned a total of **190** of the **1000** points.

- C. **PERSONNEL** will be evaluated to include education, experience, and expertise of the **Program** Manager and Key Personnel, including the person performing the Environmental Performance Coordinator function, who the offeror proposes to assign to this contract, and the person responsible for implementing the standards specified in the contract. The experience and expertise of the proposed planners **and** designers, as well as information management and customer service functions personnel proposed for use under this contract will also be evaluated.

Personnel is assigned a total of **185** of the **1000** points.

- D. **PHASE-IN PLAN** will be evaluated based on the offeror's integrated timeline plan for mobilizing, starting up, committing resources, assigning people, starting production, and coming up to full speed in all four Contractor Functions in a coordinated, logical and **expedient** manner in order to reach 100 percent contract performance level within **a reasonable period of time**. Implementation approaches, innovative techniques, well structured methodology, speed of accomplishment, and responsiveness to parks and/or regions concerns will also be an evaluated consideration in this area. **Prototypes, additional meetings, training opportunities or other start-up activities proposed during the initial contract phase-in will also be evaluated.**

Phase-In Plan is assigned a total of **185** of the **1000** points.

- E. **SAMPLES OF WORK** - All samples will be evaluated based on the demonstrated ability of the proposed personnel and designated major subcontractors, **and/or team members**, and the quality and workmanship of completed projects as shown by sign plans, drawings, photographs, and associated shop drawings, **URL** website addresses, and printed materials.

Samples are assigned a total of **140** points of the **1000** points.

- F. **ENVIRONMENTAL PERFORMANCE PLAN** will be evaluated based on the offeror's commitment, plan, and processes to be implemented under this contract in the area of environmental performance in the Manufacturing and Program Advancement Contractor Functions.

Environmental Performance is assigned a total of **100** of the **1000** points.

3. **EVALUATION OF OPTIONS**
(FAR 52.217-3)(APR 1984)

The Government will evaluate offers for award purposes by including only the prices for the basic requirement (i.e., options will not be included in the evaluation for award purposes).

4. **EVALUATION OF ECONOMIC PRICE ADJUSTMENT PROVISION FOR RAW MATERIALS**

The evaluation of the economic price adjustment provision for raw materials will be a consideration in the final price evaluation.

5. **METHODOLOGY FOR PROPOSAL EVALUATION**

The Government will evaluate technical proposals received as follows:

- A. **First, all technical proposals received will be evaluated by the Technical Evaluation Panel using Evaluation Criteria A through F set forth in Section M. Based on this evaluation, evaluators will unanimously vote on the overall acceptability or unacceptability of each proposal. At this stage, unacceptable proposals will be eliminated from the competition.**
- B. **Second, the unit prices and loaded labor rates will be evaluated by applying the unit prices and loaded labor rates to a pre-established evaluation plan (Refer to Paragraph 6(D) to arrive at a "probable cost" for evaluation purposes.**
- C. **Third, based on these technical and price considerations, a Competitive Range will be determined by the Contracting Officer.**
- D. **Fourth, oral presentations will be held with all offerors in the competitive range. All evaluation factors will be considered during the oral presentations.**

- E. Fifth, discussions (negotiations) may be conducted with all offerors in the competitive range.
- F. Sixth, at the conclusion of discussions, if discussions are held, the Contracting Officer will request final proposal revisions from those offerors still in the competitive range. Those revised proposals will be re-evaluated with the same evaluation factors.

6. **AWARD CRITERIA**

- A. One contract award is planned. The contract award will be made to the offeror presenting the proposal that is most advantageous to the Government in terms of the established evaluation criteria, **costs, and other factors considered**. The Contracting Officer will determine which proposal is most advantageous to the Government. Technical quality, **including relevant past performance**, will be considered more important than cost or price.
- B. Price will be a factor in the award decision, although the award may not necessarily be made to that offeror submitting the lowest labor rates or unit prices. Likewise, award will not necessarily be made for technical capabilities that would appear to exceed those needed for the successful performance of the work. A thorough examination will be made to determine an offeror's adequate understanding of the Work Statement (See Section C) related to proposal presentation, cost and other factors considered. The question to be decided in making the final selection will be whether proposals scoring better are worth the dollar difference (if any).
- C. The Contracting Officer reserves the right to award without discussion.
- D. The price proposed will be evaluated in two parts as follows:

Part 1- The price of the proposal for all work with the exception of **Planning and Design Services** will be evaluated to establish the reasonableness of the proposed loaded unit prices in relation to the latest industry price presently being paid for similar items for the initial contract year, and all 'award term' and option periods. Unit prices will be evaluated in conjunction with a pre-established evaluation plan to further assist in the price reasonableness determination.

Part 2 - Labor rates for the **Planning and Design Services** will be evaluated to establish the reasonableness of the proposed loaded labor rates in relation to the proposed personnel for the initial contract year, and all 'award term' and option periods. Loaded labor rates will **also** be evaluated in conjunction with a pre-established evaluation plan to further assist in the price reasonableness determination.

Using a pre-established plan, the total of both Parts 1 and 2 will equal the aggregate price.

- E. As proposals become more equal in their technical merit, the evaluated cost or price becomes more important. As the technical merit and the evaluated cost or price become essentially equal, other factors may become the determining factor.
- F. In the case of an offeror with respect to which there is no information on past contract performance, or with respect to which information on past contract performance is not available, the offeror will not be evaluated favorably or unfavorably on the factor of past contract performance. In other words, past performance will be treated as neutral. This will be accomplished by giving a new firm the average score of the other competing offerors and evaluating the proposal in accordance with the evaluation criteria.
- G. The Government will consider other factors, as listed below in descending order of importance, secondary to both technical and cost or price:
- **HUBZone** small business concerns;
 - Small business concerns which are also minority owned and operated;
 - Women-owned firms; and
 - Service-disabled veteran-owned small business firms.
- H. In addition to evaluation of technical merit, the cost, or price, and other factors, the standards for determining an offeror's responsibility as set forth in FAR 9.104-1, will be examined and considered. Additional factors which are not specifically set forth in this solicitation, but which are prerequisites for award as implied by law, regulation or public policy will be considered in the determination of an offeror's acceptability.

7. **EVALUATION CRITERIA AND CRITICALITY AND IMPORTANCE MATRIX**

<u>EVALUATION CRITERIA</u>		<u>CONTRACTOR FUNCTIONS</u>				<u>PROPOSAL PARTS</u>
		(I) MANUFACTURING	(II) PLANNING AND DESIGN	(III) CUSTOMER SUPPORT	(IV) PROGRAM ADVANCEMENT	
A.	Past Performance (including Relevant Prior Experience)	A-50	A-50	A-50	A-50	I
B.	Program Management and Quality Control	A-50	A-50	A-50	C-40	II
C.	Personnel (including Program Manager & Key Personnel)	A-50	A-50	B-45	C-40	II
D.	Phase-In Plan	A-50	A-50	B-45	C-40	II
E.	Samples of Work	A-50	A-50	C-40	D-0	II
F.	Environmental Performance Plan	A-50	D-0	D-0	A-50	II

8. **CRITICAL DESIGNATORS DEFINED**

- A. Proposal element is ***critically important*** to the Contractor Function. Proposal element must be explained thoroughly, logically, and in sufficient detail to enable a full understanding of the Offeror's plan to perform the Contractor Functions. Omissions in the proposal at this level of criticality will be considered Deficiencies as defined in FAR Subpart 15.3. Each "A" is worth a maximum of 50 of the **1000** maximum overall points.
- B. Proposal element is ***very important*** to the Contractor Function. Proposal element must be explained thoroughly and in a manner that interacts logically with the other Contractor Functions. Omissions in the proposal at this level of criticality will be considered to be a significant weakness. Major weaknesses in coverage or presentation will be considered to be weaknesses. Both are defined in FAR Subpart 15.3. Each "B" is worth a maximum of 45 of the **1000** maximum overall points.
- C. Proposal element is ***important*** to the Contractor Function. Proposal element must be explained adequately and in a manner that interacts logically with the other Contractor Functions. Omissions in the proposal at this level of criticality will be identified and evaluated as such, but will not individually be considered a flaw that materially increase the risk of unsuccessful contract performance. Several such omissions and weaknesses, though, will be considered in the aggregate as a weakness as defined in FAR Subpart 15.3. Each "C" is worth a maximum of 40 of the **1000** maximum overall points.
- D. Proposal element is of ***little relevance or does not apply*** to the Contractor Function for the purposes of this proposal evaluation. A "D" is worth no points within the total structure of the **1000** maximum overall points. However, offerors may choose to address "D" level proposal elements if it helps understanding of the comprehensive proposal.